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ABSTRACT

This book develops a schema of strategic planning that has proved effective and useful at a variety of colleges and universities. It looks at the general context and imperative for doing strategic planning and considers the historical and traditional antecedents that have led to the present-day need for strategic planning. The book reviews the major differences between strategic planning exercises in business and higher education, notes the problems associated with mission-based planning, and analyzes the general internal environments of colleges and universities and the role of politics in such institutions. A basic theoretical model for the strategic planning process and a step-by-step method of constructing the planning process are provided. The book considers specific issues involved in carrying out strategic planning, including people issues, time issues, and issues surrounding planning committees. The importance of communication and participation in the strategic planning process is stressed. The book looks at how college and university strategic planners should implement the results of their planning efforts, focusing on the integral components of a successful implementation strategy. Differences in the nature of individual institutions are noted along with future trends in educational planning. (Contains approximately 210 references.) (MDM)

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